

ABSTRACT OF THE DISCLOSURE

A multi-purpose card includes a combination of a plurality of coupons detachably cut into the redemption card, a bar code imprinted onto the redemption card, integrated circuit chips, and/or a scratch-off foil overlying an offer or information printed on the card. The multi-purpose card may be housed integrally in a promotional mailer in the form of a two-piece in one post card. The card is created and defined within the promotional mailer by score lines intermittently cut through a top layer, base layer and plastic film of the mailer in a manner to securely maintain the card in place until forcibly removed.